

By: Senator(s) Horhn

To: Rules

SENATE RESOLUTION NO. 22

1 A RESOLUTION COMMENDING THE SUCCESSFUL CAREER AND CIVIC
2 CONTRIBUTIONS OF WALLACE R. BARR, CEO OF CAESARS ENTERTAINMENT,
3 INC., AND RECOGNIZING HIM FOR SUPPORTING THE MINORITY BUSINESS
4 COMMUNITY IN MISSISSIPPI.

5 WHEREAS, as President and Chief Executive Officer of Caesars
6 Entertainment, Inc., Wallace R. (Wally) Barr leads one of the
7 world's leading gaming companies; and

8 WHEREAS, a gaming veteran with extensive experience in Las
9 Vegas and Atlantic City, Barr previously served as the company's
10 Chief Operating Officer. In that role, Barr was directly
11 responsible for the daily operation of casino resorts spanning
12 four continents and comprising 29,000 hotel rooms and 2,000,000
13 square feet of casino space; and

14 WHEREAS, when Bally's was acquired by Hilton Hotels
15 Corporation, Barr became Executive Vice President of Hilton Gaming
16 Corporation. When Park Place Entertainment was spun off from
17 Hilton on December 31, 1998, Barr was named Executive Vice
18 President for the eastern, southern and international regions. In
19 January 2001, he was promoted to the post of Co-Chief Operating
20 Officer for the company. He became Park Place's sole Chief
21 Operating Officer in July 2001 and was named President and Chief
22 Executive Officer on November 19, 2002. The company formally
23 changed its name to Caesars Entertainment, Inc., on January 6,
24 2004; and

25 WHEREAS, Caesar's five casinos (Grand Casino, Gulfport; Grand
26 Casino, Biloxi; Grand Casino, Tunica; and Bally's and Sheraton in
27 Tunica) have taken the leadership role among the state's 29
28 state-regulated casinos in an initiative to procure more goods and

29 services from Mississippi vendors with an emphasis on minority
30 business enterprises (MBEs) and women business enterprises (WBEs).
31 To accomplish its objectives, Caesars has worked closely with the
32 Mississippi Legislative Black Caucus, which created the initiative
33 in 2003, and legislative committees. For calendar year 2004, this
34 initiative netted a record \$12.8 Million to Mississippi minority
35 businesses. This \$12.8 Million in activity firmly establishes
36 Caesars as the number one corporation in the entire State of
37 Mississippi when it comes to doing meaningful business with the
38 African-American business community; and

39 WHEREAS, Black entrepreneurs engaged in insurance, food
40 brokering, commodities, laundry and dry cleaning, drinking water,
41 transportation, construction, architecture and food distribution
42 represent just a few of the successful and creative relationships
43 which have been developed by Caesars. This initiative would not
44 have been successful without the support and leadership of Wally
45 Barr. Mr. Barr immediately embraced the effort as a good business
46 practice, and ensured that every employee in the Caesars' family
47 understood that it was a corporate priority; and

48 WHEREAS, Barr was recognized, along with Caesars
49 Entertainment, Inc., as the "2003 Employer of the Year" by the
50 Nevada State AFL-CIO. Barr was named "1999 Businessman of the
51 Year" by the greater Atlantic City Chamber of Commerce and "1995
52 Atlantic City Executive of the Year" by the *Casino Journal*
53 magazine. From November 1996 to January 2001 he served as
54 Chairman and President of the Casino Association of New Jersey;
55 and

56 WHEREAS, Barr serves on the boards of numerous organizations,
57 including the American Gaming Association and the Nevada Resort
58 Association. Active in charitable, civic and community
59 initiatives, he is a member of the Board of Directors for The
60 Cancer Institute of New Jersey. He was Founding President of the
61 Jacobs Family Terrace nonprofit corporation - Atlantic City's

62 first casino-sponsored 72-unit home ownership housing development.
63 Barr also is a member of the Executive Advisory Council of Rutgers
64 University, Camden School of Business and a member of the College
65 of Business Advisory Council, California State Polytechnic
66 University in San Luis Obispo, California. For more than 15 years
67 Barr has been a major fundraiser for the Boys and Girls Club of
68 Atlantic City and has taken a personal interest in the development
69 of its new \$3 Million facility; and

70 WHEREAS, Barr earned a Bachelor of Science Degree in Business
71 Administration at California State Polytechnic University in San
72 Luis Obispo in 1968. He and his wife, Roberta, live in Las Vegas,
73 Nevada; and

74 WHEREAS, it is with pride that we recognize the business,
75 civic and charitable contributions of this corporate citizen to
76 the economy of the State of Mississippi:

77 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE OF
78 MISSISSIPPI, That we do hereby commend the career and civic
79 contributions of Wallace R. (Wally) Barr, CEO of Caesars
80 Entertainment, Inc., recognize him and his corporation for
81 supporting the minority business community in Mississippi, and
82 extend to him and his family the best wishes of the Senate for our
83 mutual success.

84 BE IT FURTHER RESOLVED, That this resolution be presented to
85 Wally Barr at the Tougaloo College 17th Annual Business and
86 Industry Event and be made available to the Capitol Press Corps.